Request for Proposal
City of Brisbane Website Redesign

Project Overview

The City of Brisbane ("the City") seeks a contractor to design a new website that will provide a rich, engaging, and successful user experience. The City of Brisbane desires a website that is visually compelling, easy to navigate, accessible to all users, fully responsive, and easy to administer and maintain.

Background and Analytics

The City's current website, https://www.brisbaneca.org, is built on open-source Drupal content management software and was last designed in 2010. It is an outdated design, is not mobile responsive, is not fully accessible per Section 508 and WCAG 2.1 AA accessibility standards. The website has a lot of content and is currently serving, in part, as an archive. The City uses a variety of third-party integrations to provide services to the community, such as ActiveNet, GoRequest, GreenVue, and CalOpps. These are just *some* third-party integrations that exist on our website and not meant to be an exhaustive list. It is expected that the selected contractor to collect a detailed list, in order to ensure that all third-party applications are integrated into the City's newly redesigned website.

Website analytics (June 2018 – June 2019)

- Number of sessions: 97,000
- Desktop traffic: 61%
- Mobile traffic: 35%
- Tablet traffic: 4%

Approximately 10 City staff members add content to the existing site. This includes content such as news and calendar items, meeting agendas, public notices, job postings, etc. These individuals have been trained on how to use the site and add content as needed.

Desired Elements for the New City Website

Last year, the City's contracted web developer upgraded the site to Drupal 7 for security reasons. The site has grown to be about 6,000 pages, many of them news and event pages. We want to ensure that as pages are brought over from the old to the new site, that they are *categorized appropriately*, i.e. in either "Current" or "Archived" news or events (see: http://santaclaraca.gov/government/city-newsroom/city-news). Other functionality desires for the new site include:

1. Pop up window when users first go to the site, asking them if they want to sign up for email updates (http://baylands.brisbanecalifornia.org/)
2. Direct link to meeting agendas from the homepage per AB 2257 (https://www.losaltosca.gov/)
3. "Slider" widget for staff to easily add rotating images/carousel (https://www.brisbaneca.org/)
4. Link to a Site Map from homepage that automatically updates as pages are added/deleted to aid in navigation and boosts our SEO ranking (https://www.apple.com/sitemap/)

5. Easy to find News and Announcements section on the homepage, maybe in tab form (https://www.cityofsanmateo.org/)
6. Easy to find Meetings & Events section on the homepage, either in tab form or with the next 2 upcoming showing via a card/calendar item (https://www.cityofsancarlos.org/)
7. Easy ability to add dynamic tables for pages such as Major Planning Projects (https://www.burlingame.org/departments/planning/majorprojects_new.php)
8. Easy expandability of the website to include more user-based functions, i.e. OpenGov
9. City Staff Only section in footer that links to an Intranet (https://www.burlingame.org/)
10. Easy ability to add images including icons to match our City's Five Guiding Principles (https://www.brisbaneca.org/sites/default/files/May4MeetingReport-Final.pdf)
11. Large, centered search bar with animated "typing" (https://www.hayward-ca.gov/)
12. Menus that expand out horizontally from the top main menu (https://www.losaltosca.gov/)
13. More prominent social media buttons on homepage (https://www.cityofsancarlos.org/)
14. Ability to add meetings and events to one's personal calendar (https://www.cityofsancarlos.org/Home/Components/Calendar/Event/2097/392)
15. Easily searchable Public Meetings page with thumbnail image of uploaded meeting videos (https://www.brisbaneca.org/city-government/meetings?field_meeting_type_value=All)
16. Meeting video shown along with agenda, along with ability to open and close the video (https://sanmateo.primegov.com/Portal/Meeting?compiledMeetingDocumentFileId=688)
17. Integration with Google Translate, for one-click website translation (https://www.burlingame.org/)

Content Management System and Web Hosting

The City of Brisbane is open to options for different open source content management systems and web hosting. Minimal disruption to access of the site during the transition is required.

- The content management system should be easy to administer and maintain
  - Please indicate if a demo or sandbox site is able to be provided to enable usability testing by City staff during the interview and presentation period for this RFP.
- Ownership of the website design and all content and elements should be transferred to the City of Brisbane upon completion of the project.
- The web host must complete backups of the website on a weekly basis and must keep, at a minimum, the 10 most recent backups.
- The web host must have a tested disaster recovery mechanism and provide emergency or after hours support availability.
- Support must be provided by the web host to maintain the security of the site, fix issues, provide disaster recovery capability, and implement new features if needed.

Design Style and Content

The City of Brisbane would like a polished, easily-navigable website that reflects the organization's brand standards. The website will use the City's brand manual including logo, fonts, and color scheme. The City's brand manual will be made available to the selected contractor.

The selected contractor will work with City staff on content strategy, but will not be responsible for content creation. The contractor will be responsible for quality assurance testing.

Budget and Timeline

The website redesign will be undertaken in two phases. As a result, the City anticipates the work for the website consultant in 2019 (phase 1) will primarily be focused on informing the City's 2019-20 budget for the website build, coordinating with the IT Manager and Senior Management Analyst on third-party integrations, facilitating staff to develop a content strategy for a redesigned website, and some preliminary wire-framing. The actual website build is anticipated to occur as phase 2 in early 2020.

Submittal Information

Proposals must be submitted electronically by Friday, July 26, 2019. Proposals shall be submitted to Caroline Cheung, Senior Management Analyst at ccheung@brisbaneca.org. All respondents will receive an email confirmation of receipt. Any questions can be directed to Mrs. Cheung via email or at (415) 508-2157.

The proposal shall address the following:

1. **Project Understanding** – this section should demonstrate the contractor's understanding of the proposed project, including a synopsis of key issues.
2. **Qualifications** – There is an expectation that the contractor will be conversant and knowledgeable on web security, hosting, maintenance and (domain) name servers. There is a microsite that the City set up at www.baylands.brisbanecalifornia.org on Wordpress for a large planning project. That domain is available for future use as a city website URL. Provide recommendations for a content management system, web hosting, community engagement features, and other new technology features or tools to be considered for the newly designed site as relevant. Please also provide:
    a. Contact information and resume for designated project manager
    b. Resume and credentials of members of project team
    c. List of clients and website addresses
    d. References (contact person and phone number) for at least three clients, preferably with different content management systems to show the range of proficiency
3. **Project Staffing** – Brief description of the company and website design team. Description of work with websites such as local government agencies or non-profit organizations, whose needs are similar to the City of Brisbane.
4. **Prior Experience** – The contractor shall provide at least five examples of projects they have worked on which demonstrate their capacity to provide the services and functionality desires detailed above. Please indicate if any of the 18 functionality desires cannot be met.
5. **Project Budget** – Please provide a breakdown of the costs estimated for completion of the redesign as well as ongoing maintenance, training, and hosting costs. See *Cost* section on p.4.
6. **Project Timeline** – Please indicate a time estimate for completion of the redesign.
7. **Demo Site** – Please indicate if a demo or sandbox site is able to be provided to enable usability testing by City staff during the interview and presentation period for this RFP.

Review Criteria

Methodology

1. Project understanding: does the proposal make it clear that the consultant fully understands the scope, goals, and requirements of the project?
2. Completeness and specificity: how fully does the proposal explain what the consultant will do to meet all facets of the project, including coordinating with the IT Manager, facilitating staff, and designing and implementing the new website?
3. Identification of needs: does the proposal carefully consider what resources will be required to complete the tasks, including staff time, additional technical information, etc.?

Experience

1. Company experience: what other similar projects has the consultant performed that are directly related to the proposed project?
2. Staff experience: what qualifications and work experience do the proposed staff members bring to the project?
3. Area knowledge: the contractor should be a talented web designer and developer. They should possess a solid grasp of usability and user-centered design principles. The contractor should be knowledgeable about various content management systems, web hosting, and third-party system integrations.

At a minimum, the selected contractor must demonstrate expertise in the following areas:

- Web development
- Graphic design
- Responsive web design
- Section 508 and WCAG 2.1 AA accessibility standards
- Content management systems
- Information architecture
- Usability testing
- GIS-based web applications
- Search engine optimization

Cost

1. Cost estimate: what are the proposed fees and estimated costs proposed to complete phases 1 and 2 of this project?
   a. Phase 1 - coordinating with the IT Manager and Senior Management Analyst on third-party integrations, facilitating staff to develop a content strategy for a redesigned website, and some preliminary wire-framing
   b. Phase 2 – actual website build

Contractor Selection Procedure

City staff will screen the proposals for responsiveness to this RFP and all contractors whose proposals are found to be sufficiently responsive will be scheduled for an oral interview in early August 2019.